

Community Preferences Survey Summary

The City of Fremont recently conducted a *Community Preferences Survey* about the future of the NUMMI site and surrounding areas. Responses were received in April and May 2010 by hundreds of community members who work, own businesses, and live in Fremont. Respondents were asked to state preferences about land uses and future development, and about issues that they want the City to consider as it makes decisions about the reuse and revitalization of the former NUMMI plant and the area around it.

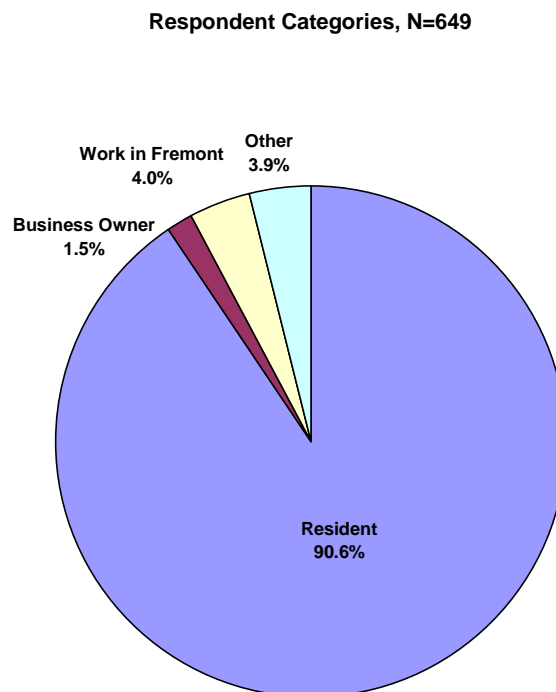
Please note that the survey was completed prior to the announcement that Tesla Motors intends to acquire a portion of the NUMMI site.

This survey was not intended to be a scientific tool, but rather a way for the Fremont community to provide broad input on a complex issue. **In some instances, respondents responded to the survey more than one time.**

This document summarizes the range of responses and input from the community. On the survey, “N” indicates the number of responses for a given question or category.

Question #1 asked respondents to identify themselves as a resident, business owner, employee within Fremont, or other.

There were 649 responses and most, or 90.6%, were residents; 4% worked in Fremont; 3.9% identified themselves as “Other”; and 1.5% were business owners. Most of those that responded in the “Other” category were some combination of the other three categories or were formerly in those categories.

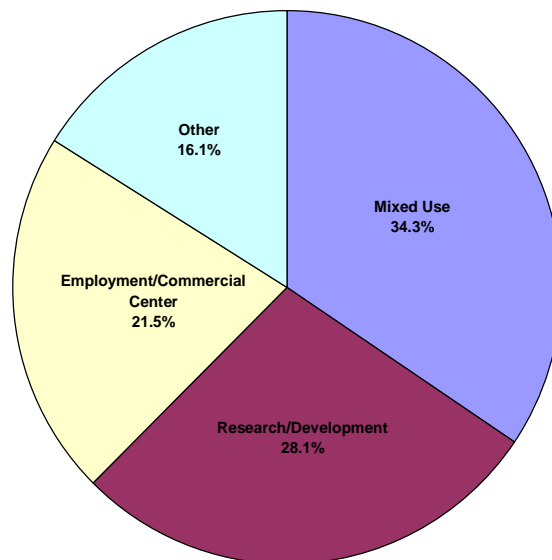


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Question #2 asked respondents to indicate which land use approach they preferred. The term “Land Use” refers to the way land is developed and used (agriculture, residences, industries, etc.)

Of the 591 respondents, about one-third (34.3%) preferred “Mixed Land Uses” focused around the future Warm Springs BART Station with a mix of residential, commercial/retail, and office use. Twenty-eight percent preferred primarily research & development and industrial use. Twenty-one and a half percent preferred the creation of an employment and commercial center, while 16.1% identified a range of preferred uses, including a major league ballpark, sports venue, park, golf course, entertainment use, research, and education facility use.

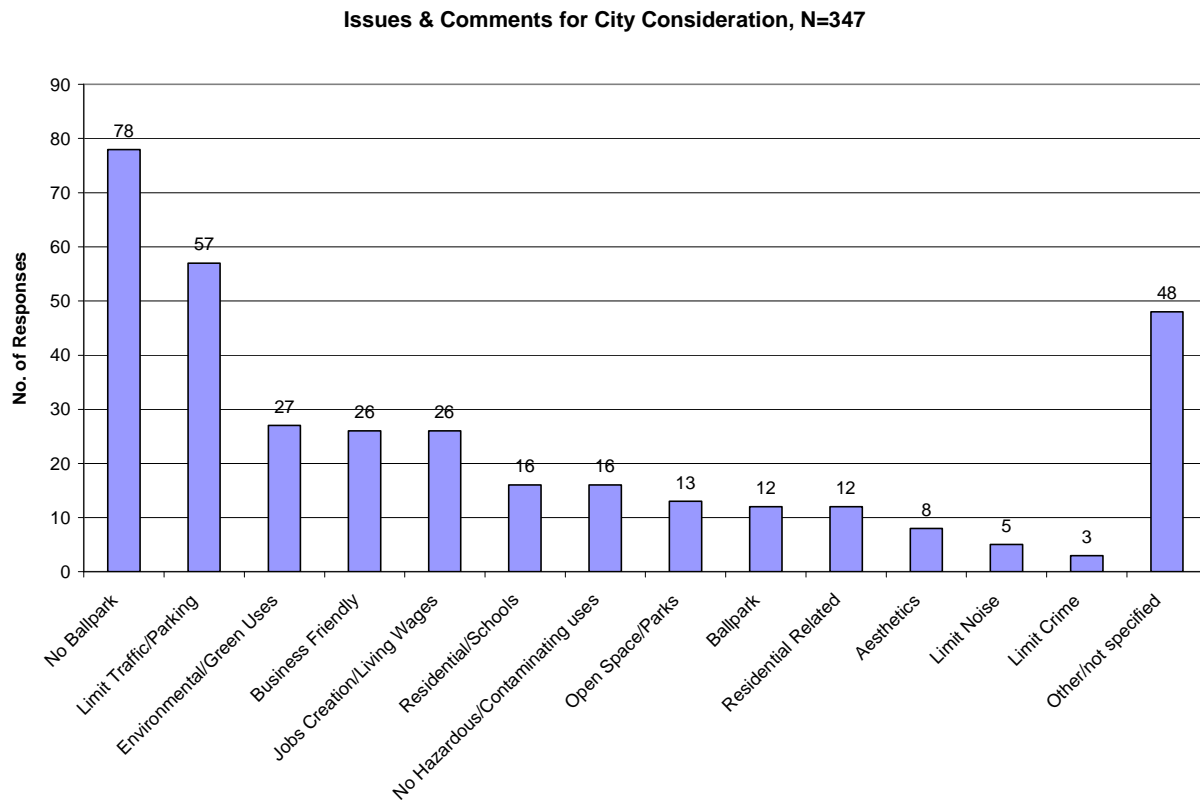
Land Use Preferences, N=591



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Question #3 asked respondents to share any issues or concerns that they think should be considered by the City related to the reuse and revitalization of the NUMMI site and surrounding lands.

There were 347 responses to the question. A total of 22.5% percent of responses indicated “No Ballpark” and 16.4% indicated “Limit Traffic/Parking”. The general categories under which the responses fell are indicated below:

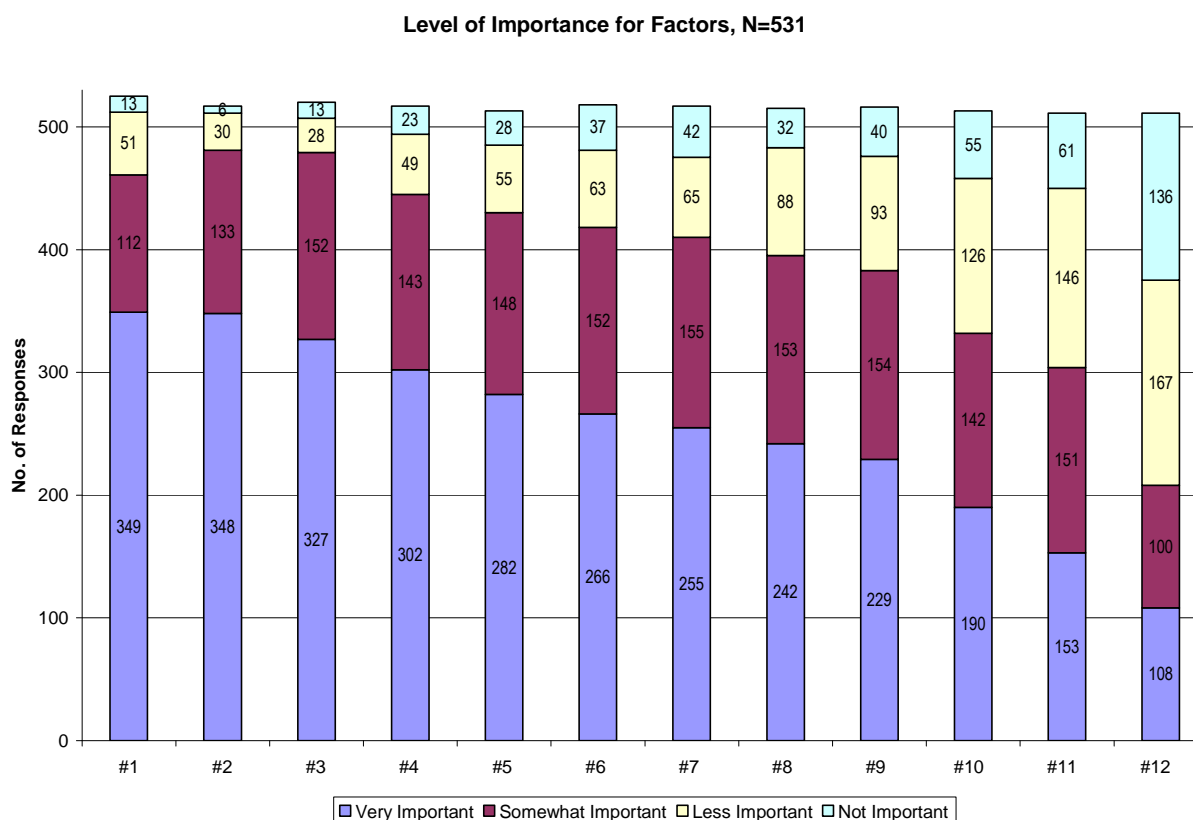


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Question #4 asked respondents how important certain factors were in considering future land use and development in the study area. There were 531 responses to this question, listed in order of the most responses.

Table 1. Items Rated as Very Important		No. of Responses	Table 2. Items Rated as Not Important		No. of Responses
#1	Limiting Traffic Impacts Related to New Development	349	#1	New Housing Opportunities Near BART	136
#2	Creation of Professional Jobs	348	#2	Creation of Retail/Commercial	61
#3	Limiting Financial Impacts of New Development on City Finances	327	#3	New Public Facilities (Inc. Schools)	55
#4	Creation of Skilled Labor Jobs	302	#4	Bicycle & Pedestrian Connections to BART	42
#5	Reducing Adverse Environmental Impacts of New Development	282	#5	Creation of Public Open Space Areas	40
#6	Requiring Use of Sustainable & "Green" Development Practices	266	#6	Requiring Use of Sustainable & "Green" Development Practices	37
#7	Bicycle & Pedestrian Connections to BART	255	#7	Emphases on Public Transit to Support New	32
#8	Emphases on Public Transit to Support New	242	#8	Reducing Adverse Environmental Impacts of New Development	28
#9	Creation of Public Open Space Areas	229	#9	Creation of Skilled Labor Jobs	23
#10	New Public Facilities (Inc. Schools)	190	#10	Limiting Traffic Impacts Related to New Development	13
#11	Creation of Retail/Commercial	153	#11	Limiting Financial Impacts of New Development on City Finances	13
#12	New Housing Opportunities Near BART	108	#12	Creation of Professional Jobs	6

The number of responses for each item is indicated below:

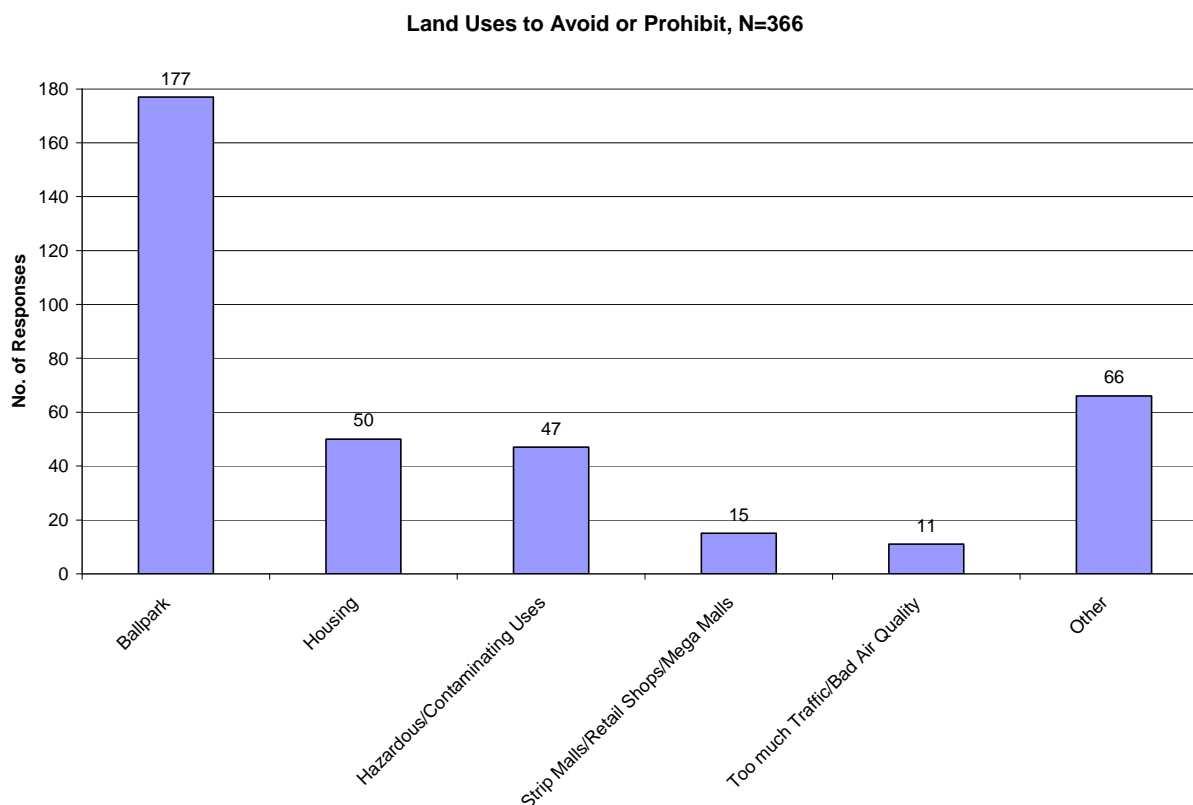


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Question #5 asked respondents to state particular types of land use the City should avoid or prohibit at the NUMMI site or in the general vicinity.

There were 366 responses to this question. Overall, 48.5% percent of responses indicated “Ballpark”, 13.7% indicated “Housing”, 12.8% indicated “Hazardous or Contaminating Uses”, 4.1% indicated “Strip Malls, Retail Shops, Mega Malls”, and 3% indicated “Too Much Traffic or Bad Air Quality”. The remaining 18% either indicated “Other/not specified” or there were six or less responses.

The general categories under which the responses fell are indicated below:



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Question #6 asked respondents to identify the single most important type of land use that they believe should occur on the NUMMI site.

There were 413 responses to Question #6. Overall, 18.2% percent of responses indicated “Jobs Creation”, 16.5% indicated “Industrial”, 10.4% indicated “Research and Development/Tech Jobs”, 9% indicated “Ballpark”, 9.4% indicated “Parks/Open Space/Recreational”, 7.7% indicated “Office”, 6.5% indicated “Mixed Use”, and 5.1% indicated “Green Uses/Sustainable Development”. The remaining 17.2% either indicated “Other” or there were six or less responses.

The general categories under which all responses fell are indicated below:

